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Expert to discuss alcohol, tobacco and women in advertising at UM

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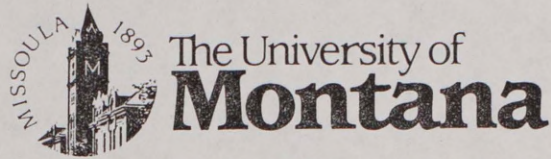
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NEWS RELEASE

April 14, 2004

Contact: Sarah Mart, The Jean Kilbourne Planning Group, (406) 243-2122.

EXPERT TO DISCUSS ALCOHOL, TOBACCO AND WOMEN IN ADVERTISING AT UM

MISSOULA--

Internationally acclaimed speaker Jean Kilbourne visits Missoula to present two lectures on alcohol consumption by college students at 7 p.m. Sunday and Monday, April 18-19, in the University Center Ballroom at The University of Montana.

Kilbourne is a speaker and writer of media literacy and gender and public health issues, and is widely recognized for her work on alcohol and tobacco advertising and the image of women in advertising.

Kilbourne has twice been named "Lecturer of the Year" by the National Association of Campus Activities and was crowned "Woman of the Year" by the National Organization for Women.

In the first lecture, "Spin the Bottle: The Pushing of Alcohol via Advertising," Kilbourne will critique the role advertising plays to glamorize excessive drinking and high-risk behavior for college students. She will contrast distorted advertising representations with the dangerous ways that alcohol consumption affects the lives of young men and women.

The lecture also will discuss the power and influence these seductive media images have in shaping individuals and the saturation of campus cultural environments with messages about gender and alcohol.

In the second lecture, "Pack of lies: The Truth about Women and Tobacco," Kilbourne investigates the tobacco industry's targeted promotion to women and girls. She will discuss

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how "big tobacco" exploits the twin themes of liberation and weight control as they target young girls and women.

Kilbourne's expertise has been shared with more than one-third of all colleges and universities in the United States and all of the major universities in Canada. She has been interviewed by Time, Newsweek, The New York Times, The Wall Street Journal, The Christian Science Monitor, The San Francisco Chronicle, The Washington Post, The Globe and Mail, and The Boston Globe, as well as many others. She also has been a guest on hundreds of television and radio programs, including The Tom Snyder Show, All Things Considered, The Today Show, 20/20, The Oprah Winfrey Show and Prime Time Live.

Sponsors for the April 18 lecture are UM's Department of Social Work, School of Education, School of Pharmacy, College of Arts and Sciences, Provost and Vice President for Academic Affairs, The Bookstore at UM, Campus Activities Board, Curry Health Center, Dining Services, Health Enhancement, UC Market, Residence Life, UC Annual and Special Events and The Women's Center. Community sponsors are the Missoula Businesswomen's Network and Missoula Underage Substance Abuse Prevention.

The April 19 lecture is sponsored by the Montana Department of Public Health and Human Services, Montana Tobacco Use Prevention Program, American Heart Association, American Cancer Society and American Lung Association.

The lectures are free and open to the public. For information call Sarah Mart of the Jean Kilbourne Planning Group at (406) 243-2122.

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